

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood, CA. 90028  
MINUTES  
March 10, 2009  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Blvd., Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)

Craig Donahue, President, The Donahue Group  
Duke Gallagher, Secretary/Treasurer, The Production Group  
Brent Gaulke, Gerding Edlen  
Richard Falzone, Off Vine Restaurant  
Brian Folb, Paramount Contractors  
Ryan Harter, CIM Group  
Lillian Kuo, Broadreach Capital  
Father Michael Mandala, Blessed Sacrament Church  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences  
Rouben Rapelian, Sunset Gower Studios  
Fred Rosenthal, Ametron  
Travis Serpa, Urban Outfitters  
Nick Spampinato, Hollywood Palladium

**Absent**

Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants  
Dirk Degraeve, President Emeritus, Paramount Contractors

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Katie Zandona, Hollywood Property Owners Alliance

**Guests**

Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)  
Gabe Rose, Coro Fellow  
Jackie Goldberg, LACER  
Linda Horner, LACER  
Kim Groves, Morpheus  
Shanna Yates, Morpheus  
Margaret Ann Ings, Emerson College  
Andie Adame, Craig Lawson and Co.  
Officer Danny Pesqueira, LAPD  
Officer Julie Noney, LAPD  
Sam Kbushyan, Armenian-American Chamber of Commerce- Little Armenia Chapter  
Shawn Ingram, My Friend's Place

**1. Call to Order**

The meeting was called to order by Board President Craig Donahue at 4:06 p.m.

## **2. Public Comment**

Jackie Goldberg and Linda Horner discussed with the board the LACER after school program. The program is currently in four middle schools and two high schools, and helps students by facilitating after school programs for schools that may not have the budget to provide these activities during the regular school day. One of the schools, Le Conte Middle School, which is just outside of the Sunset and Vine BID's boundary, has had severe cuts to their programs due to the budget crisis. Goldberg asked that board members who are willing to make a contribution to LACER, either monetary or in the form of serving as a board member, please contact herself or Linda Horner to let them know.

Emerson College informed the board that they will be moving their internship program, which is currently located in Burbank, to the Sunset and Vine BID at the corner of Gordon Street and Sunset Boulevard. Kim Groves, architect for the project, showed the board the latest model of the new campus which will be built in two phases. Groves reported that the developer is hoping to start phase one by 2010. There will be a five year span between when phase one and phase two are built.

## **3. Approval of Board Minutes**

**It was moved by Nick Spampanato, seconded by Brent Gaulke and CARRIED to approve the minutes from the board's February 10, 2009 meeting. Abstentions: Michael Pogorzelski and Richard Falzone.**

## **4. Treasurer's Report**

**A. Treasurer's Report:** Duke Gallagher informed the board that he had moved the BID funds from an interest bearing CD into the BID's checking account to ensure the funds would be insured by the FDIC.

**It was moved by Michael Pogorzelski, seconded by Rouben Rapelian and CARRIED to approve the Treasurer's Report from February 28, 2009. Unanimously approved.**

**B. Update from Meeting with Wells Fargo Regarding Deposit Alternatives in Order to Protect Deposits:** Gallagher mentioned that prior to the board meeting he, Kerry Morrison and Frank Stephan, had met with representatives from Wells Fargo to discuss how to further secure BID deposits given current FDIC limits on deposits up to \$250,000. Gallagher will be ascertaining the optimal situation once he receives information about interest rates paid on various CD-terms.

**C. Review Proposal from Insurance West to Increase Director and Officer Insurance Policy to \$5 Million:** Rick LaRue from Insurance West emailed Gallagher a quote to increase the Director and Officers insurance to \$5 Million. Gallagher informed the board that the increased cost would be \$493/a year. Even with the increase,

Gallagher reported that insurance costs would still be under budget for 2009. Since this was the case Gallagher went ahead with the proposal and changed the policy.

## **5. Committee and Program Reports**

### **A. Security Committee**

1. Project Homeless Connect Day: Shawn Ingram discussed with the board this year's Project Connect Day which will be taking place on June 25, 2009 at the Music Box Theatre. Ingram thanked the board for supporting the event last year, which helped over 600 homeless individuals in Hollywood. This year's event will be focusing more on putting homeless individuals in touch with housing resources. All BIDs in Hollywood are being asked to contribute \$2,500 toward the event to help with logistical costs.

**It was moved by Ryan Harter, seconded by Duke Gallagher and CARRIED that the Sunset and Vine BID would contribute \$2,500 toward the Project Connect Day effort. Unanimously approved.**

2. Report from Security Committee Meeting: Nick Spampanato informed the board that the Security Committee met last week for the first time in 2009. Captain Girmala, Hollywood Division, attended the meeting and asked that the committee and businesses in the area help her in an effort to secure more officers for the Hollywood area. With the recent opening of the Olympic police station, Hollywood division was forced to give up officers to the new area. That being the case, Captain Girmala is gathering information to show that the Hollywood area is an entertainment district which can attract tens of thousands of visitors a night and more officers should be on hand. Morrison had given Captain Girmala a report prepared by Katie Zandona that showed the various venues in Hollywood and their capacity as compared to LA Live. Spampanato assured the board that he will be working with Captain Girmala to provide her with whatever information is needed in order to make her effort a success.

3. Report from Andrews International: Seyler reported on a recent arrest made in the Sunset and Vine BID where Andrews' officers observed an individual walking along Leland Way with an alcoholic beverage, as they followed the individual they discovered he was with a group of males who had an unconscious female with them. Andrews contacted LAPD immediately and with Andrews' assistance the males were arrested by LAPD for attempted rape. Seyler informed the board of a homeless individual who passed away last week on Vine Street. Andrews' officers had reached out to the gentleman several times to try and put him in touch with county service providers, it appears that no follow-up assistance was provided to the man.

4. Report from LAPD: Officer Noney reported on the recent increase of graffiti from two rival gangs located around the Sunset and Vine BID area. LAPD's Gang Unit is keeping a close eye on the activity and is working to mitigate problems in the area. In addition to this, Officer Noney and LAPD over the last month have been working with Will Rivera and the City Attorney's office

to close a property at 1406 Gordon St., that had gone into foreclosure and was housing individuals illegally who were causing trouble in the surrounding area. Thanks to their efforts, the bank, which owns the property, has sealed it off and re-listed it for sale.

5. Hollywood Police Support Association (HPSA) Initiative: Morrison informed the board that the LAPD Hollywood Community Station will be inspected by Chief Bratton on May 7, 2009. In order to prepare for the inspection, the HPSA has enlisted the help of businesses and individuals in the area to assist with purchasing either items or services to help ensure that the division is ready for its upcoming inspection. Brian Folb explained that all contributions are tax deductible, as the HPSA is a 501 (c) 3 non-profit organization. At the last Security Committee, Spampinato brought up this issue to the Committee and suggested that the BID ask Clean Street to provide services to clean up the outside of the station (sidewalk, planters, etcetera) at a cost that would be paid for by the BID. A general discussion ensued as to the advisability of using BID assessment funds to support the station, which is just outside the boundaries. Donahue requested that the BID staff speak with Clean Street to see if it would be a possibility for them to help clean up the outside of the police station as a one time service. Morrison said she would place the item on the board's agenda next month as an action item so the board could vote on the idea.

## **B. Marketing Committee**

1. Hollywood as a Campus Meeting: The HPOA and Hollywood Chamber of Commerce recently held a meeting with representatives from various learning institutions in Hollywood. Zandona reported that the meeting generated a lot of ideas on how schools in the area could possibly collaborate. The common report from the meeting was that students in Hollywood have a difficult time finding housing. Morrison is hoping that the schools will work together and host a joint open house where community members and prospective students would be able to tour the various campuses.

2. Hollywood Visitor's Guide and Map 2009-2010: Zandona informed the board that sales would soon be starting for this year's Hollywood Visitor's Guide and Map. It is hoped that more Sunset and Vine BID businesses will take part in the map. Zandona asked that any board members interested in having their businesses on the map contact her for pricing information.

3. Marketing Report: Zandona reported that new press kits are available for the new board members who have not received one yet. Also, Board member bios have been posted on the Sunset and Vine BID website, those members who have yet to turn in their bios were asked to do so at their earliest convenience.

## **C. Streetscape Committee**

1. Report from Joint Streetscape Committee Meeting: Michael Pogorzelski informed the board that the Hollywood BID and Sunset and Vine BID committees met last week and discussed a landscape tree well project. The

committee is looking to collaborate between the two BIDs to select a handful of trees in both districts to use as an example.

2. Update on Sunset Boulevard/Civic Center Urban Design Plan: There is a public workshop slated for this plan on April 18, 2009. The workshop will take place from 10 a.m. – 12 p.m. at the Crossroads of the World Office (6671 Sunset Blvd., Suite 1517, Los Angeles, CA. 90028).

3. Small Urban Spaces: MacPherson mentioned that in noticing the courtyard between the Wells Fargo building and Bank of America building, the committee had thought about trying to utilize the space as a pocket park or movie screening location. Travis Serpa informed the committee that he would be able to put them in touch with a vendor who can facilitate the screenings if the property owners agree to the idea.

4. Ovo Control: Pogorzelski reported that at the committee's last meeting members of the Argyle Civic Association approached the committee to request additional monetary support for the Ovo Pigeon Control program. The Association claims that the program will have to stop unless the BIDs can take over facilitating duties or support it monetarily. Pogorzelski informed the board that the committee asked the Association to return to their next meeting with information that could show the program has been effective and would then try and decide on what steps to take moving forward.

## **6. New Business**

**A. General Discussion regarding Board Vision for Sunset and Vine BID for 2009:** Craig Donahue reported that, as a result of discussions with Executive Committee members, he felt it would be a good idea to have the board brainstorm some of the specific goals and objectives the board would want to accomplish for 2009. Due to a lack of time Donahue asked that all board members email him any potential ideas so they could be discussed at the board's April meeting.

## **7. Report from Kerry Morrison**

**A. Preparations for Annual Meeting:** Morrison informed the board that it was time for them to host the 2009 annual meeting. Board members were asked to provide the HPOA staff with ideas on when and where the meeting could possibly take place. In addition to this Morrison let the board know that the HPOA would put together a PowerPoint presentation, similar to last year's, that would display the board's initiatives and accomplishments in the areas of Security, Streetscape and Marketing, over the last year.

**B. Request for LAHSA to support Coalition Effort Requesting \$120M for SAMHSA Funding for Permanent Supportive Housing in Los Angeles County:** LAHSA is requesting that the Federal Government allow for funding to be available to the County for permanent supportive housing to be built for those who are mentally ill, living in Los Angeles County. Morrison explained that LAHSA has asked that the board send a letter in support either from the board, or individually, that expresses support for the request.

**It was moved by Fr. Michael Mandala, seconded by Michael Pogorzelski and CARRIED to approve that the Central Hollywood Coalition board of directors would submit a letter to LAHSA in support of the request for federal dollars to build permanent supportive housing facilities in Los Angeles county for homeless individuals who are mentally ill. Unanimously approved.**

**C. Volunteers Needed for 3-18-2009 Homeless In-field surveys:** Morrison asked that board members who are available March 18, 2009 please volunteer to help in LAHSA's interviews of homeless individuals in Hollywood as a follow up to their January count.

**D. Request from Armenian-American Chamber of Commerce – Little Armenia Chapter for support of potential BID:** Sam Kbushyan informed the board that he has been working with businesses in Little Armenia to try and form a BID to bridge the gap between the Sunset and Vine BID and East Hollywood BID. Kbushyan asked if the board would consider drafting a letter of support stating they were in favor of the BID forming. Donahue requested that the item be placed on the board's April meeting agenda and Morrison informed Kbushyan that instead of a letter he may want to consider having herself and a few board members go and speak with property owners in the area at a meeting to explain their experience with the BID and how it has benefited their area and businesses.

## **8. Next Meeting**

The next meeting was scheduled for Tuesday, April 14, 2009 at 4:00 p.m. at the Los Angeles Film School (6353 Sunset Blvd, Los Angeles, CA. 90028).

## **9. Adjournment**

There being no further business the meeting was adjourned by Board President Craig Donahue at 6:35 p.m.